

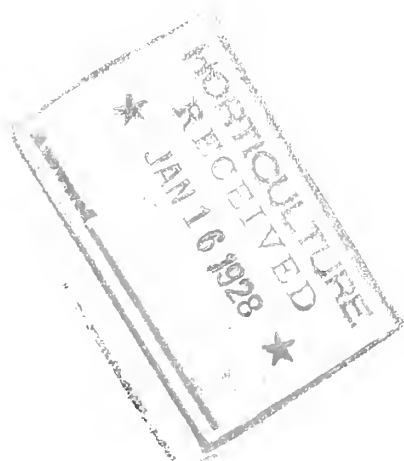
Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

RICHARD DIENER CO., INC.
KENTFIELD, CALIFORNIA, U. S. A.

**ABSOLUTELY
FINAL
CLEAN-UP!**

Bureau of Plant Industry
Dept. of Agriculture
14th & B St., N.W.
Washington
D.C.



• With this sale we close our books and shut up shop!

RICHARD DIENER ORIGINATIONS

WORLD-FAMOUS PETUNIA SEEDS
VEGETABLE SEEDS • FLOWER SEEDS

at less than it cost to raise them!

These prices are only possible because they wind up all business for the Richard Diener Company. Send your order early. Stocks are limited and will not last long at such extreme price reductions.

62,09

1927

Sale lots

Final Clean-up of all Richard Diener

World-Famous Ruffled Monsters and Special Petunia Seeds

RECEIVED

★ JAN 20 1928 ★

U. S. Department of Agriculture.

Package
formerly 25c
4 for 25c

Package
formerly 50c
4 for 50c

Package
formerly \$1
4 for \$1

No. 1. Pink—Strong veined center. Flowers 6 to 8 inches in diameter and of exquisite color combination. Sale, 4 packets \$1.00.

No. 2. Red—Strongly veined mahogany and black center. Average flowers 5 to 7 inches in diameter. Sale, 4 packets \$1.00.

No. 3. Variegated—Colors appearing in checks, blotches and stripes of red, pink and white. Sale, 4 packets \$1.00.

No. 4. White—Large flowering. Sale, 4 packets \$1.00.

No. 5. Red with Black Center—Outer edge of flower red with a coal black center. Sale, 4 packets \$1.00.

No. 6. Pale Lilac Pink—Heavily ruffled with strongly veined center. Sale, 4 packets \$1.00.

No. 7. Red and White Variegated—Large yellow center. Sale, 4 packets \$1.00.

No. 20. Mauve—Center heavily veined with Royal Purple. Average flowers 5 inches across. Sale, 4 packets \$1.00.

No. 8. Ruffled Monsters Mixed—A mixture of all of the above varieties. Sale, 4 packets \$1.00.

THE FOLLOWING VARIETIES ARE SOMEWHAT SMALLER THAN THE RUFFLED MONSTERS

No. 9. Flesh Pink Frilled—A most beautiful variety with frilled edges. Sale, 4 packets \$1.00.

No. 10. White Frilled—Snow white. Flowers 3 inches in diameter. Sale, 4 packets \$1.00.

No. 11. Blue or Purple—A rich, silky blue flower 4 inches in diameter. We especially recommend this variety. Sale, 4 packets \$1.00.

No. 12. Apple Blossom—Pale apple blossom pink. Flowers 3 inches in diameter with frilled edges. Sale, 4 packets \$1.00.

No. 14. Diener's Pink Glory—The greatest novelty in petunias. Pure flame rose pink. Flowers 3 to 4 inches in diameter. Very compact growth. Sale, 4 packets \$1.00.

No. 15. Blue and White—Especially adapted for window boxes and hanging baskets. Sale, 4 packets \$1.00.

No. 16. White Giant—Very large flowering, white. Sale, 4 packets \$1.00.

No. 17. Pale Sulphur Yellow—Flowers single and double with frilled edges. Sale, 4 packets 50c.

No. 19. Giant Pink Glory (1925)—An improvement on Pink Glory. Of the same coloring as our No. 14, but blooms are twice as large, and the plants of more bushy growth. Sale, 4 packets \$1.00.

No. 21. Deep Violet—Flowers of velvety texture with silver seam around the entire edge. Sale, 4 packets \$1.00.

No. 22. Rose Color—Very showy and free blooming of dwarf growth. Flowers 2 inches in diameter. For bedding. Sale, 4 packets 50c.

No. 23. Pale Amaranth Pink—Flowers single, 2 inches in diameter. Dwarf growth. For bedding. Sale, 4 packets 50c.

No. 35. Pale Violet—Pale violet dwarf single. Many flowers on one plant. Bedding variety. Sale, 4 packets 50c.

DOUBLE VARIETIES

No. 24. Giant Double Mixed—Broad petals. Colors white, pink, mauve, purple and dark red. Sale, 4 packets \$2.00.

No. 25. Double Fringed Mixed—Plants sturdy and erect, yielding a profusion of brilliantly marked flowers, fringed and fluted. Sale, 4 packets \$1.00.

No. 26. Rhodamine Purple (1925) Giant double, broad petals. Sale, 4 packets \$2.00.

No. 27. Amaranth Pink (1925)—Giant double, broad petals, free blooming. Sale, 4 packets \$2.00.

No. 28. Mauve (1925)—Blossoms extremely large and of orchid coloring. Sale, 4 packets \$2.00.

No. 29. Violet Purple (1925) Giant double, broad petals. Sale, 4 packets \$2.00.

No. 31. Pale Rosolane Purple (1925) Heavily frilled, double, of dwarf and bushy growth. Flowers continually. Sale, 4 packets \$1.00.

No. 32. Double Pink Glory (1926)—Flowers very large and double. Pure flame rose pink. Sale, 4 packets \$2.00.

No. 33. Yellow Double (1925)—Very clear yellow. Sale, 4 packets \$1.00.

No. 34. Lavender Blue (1926)—Giant double, broad petals. Sale, 4 packets \$2.00.

MORE THAN HALF REDUCTIONS ON QUANTITY PRICES PETUNIA SEEDS

	Formerly 1/16 oz.	SALE 1/16 oz.	Formerly 1/8 oz.	SALE 1/8 oz.	Formerly 1/4 oz.	SALE 1/4 oz.	Formerly 1/2 oz.	SALE 1/2 oz.
Nos. 1, 2, 3, 4, 5, 6, 7, 8, 9, 11, 14, 15, 16, 18, 19, 20, 31, 33.....	\$ 7.50	\$ 3.50	\$15.00	\$ 6.50	\$25.00	\$11.75	\$50.00	\$23.00
Nos. 10, 12, 17, 22, 23, 25	3.75	1.75	7.50	3.25	12.50	6.00	25.00	11.75
Nos. 24, 26, 27, 28, 29, 32, 34	20.00	9.00	35.00	17.00	60.00	27.50	115.00	50.00
No. 25	15.00	7.00	25.00	11.75	45.00	21.00	80.00	37.50

Absolutely Last Offering! We Close Our Books!

Once in a Lifetime --- Values Like These

Flower and Vegetable Seeds

Reduced to 1/2 and much more

Ageratum (Floss Flower)—Valuable for bedding. A perfect mass of blue flowers. Sale, 4 packets 50c.

Aster (Shasta Daisy Flowered Single)—A giant ostrich plume aster of branching habits. Very long stems. Colors white, pink, red, mauve and purple. Sale, 4 packets 50c; 1 oz., Sale, \$1.50.

Calendula (Pot Marigold) "Orange King"—Large, flowering, very deep orange. Sale, 4 packets 50c; 3 oz., Sale, \$1.00.

Calendula (Pot Marigold) "Lemon Queen"—Large flowering, rich, clear yellow. Sale, 4 packets 50c; 3 oz., Sale, \$1.00.

Calendula (Pot Marigold) "Meteor"—Large flowering, yellow and white variegated. Sale, 4 packets 50c; 3 oz., Sale, \$1.00.

Celosia Red—May be used for winter flowering in pots. Very early. Sale, 4 packets 50c; 1 oz., Sale, \$1.50.

Celosia Golden Yellow—Very early. May also be used for winter flowering. Sale, 4 packets 50c; 1 oz., Sale, \$1.50.

Celosia—Giant Pampas Plumed Mixed—Colors of brilliant scarlet, old rose, salmon pink and yellow. Sale, 4 packets 50c; 1 oz., Sale, \$1.50.

Chinese Forget-Me-Not (Cynoglossum Amabile)—A lovely plant 18 to 24 inches tall with flowers of a true forget-me-not blue. May be grown outside or under glass. Excellent for cutting. Sale, 4 packets \$1.00.

Cleome (Spider Flower)—Singular-looking, rose colored flowers, presenting a very attractive appearance. Sale, 4 packets 50c.

Dahlia—A choice collection of the world's most perfected varieties. We offer this most unusual mixture for Sale, \$1.00 per packet.

Delphinium "Dreams of Beauty"—The largest flowering and finest varieties that have ever been offered for sale. In colors of light and dark blue, also in mixture containing all shades of blue, pink, and mauve. Sale, 4 packets \$1.00 Selected colors of light or dark blue, Sale, \$3.00 per oz.; Mixed, Sale, \$2.00 per oz.

Freesia, "Diener's Hybrids"—Mixed colors. Very large flowering. Sale, 4 packets 50c.

Gaillardia Perrenis (Blanket Flower)—Flowers blended scarlet and yellow. About 3 inches in diameter. Long stems. Sale, 4 packets 50c.

Helichrysum (Strawflowers)—The popular Everlastings, so popular for use in bouquets of dried flowers. Large flowering doubles, mixed colors. Seeds may be sown out of doors in early summer. Sale, 4 packets 50c.

Primula Malacoides, "Diener's Hybrids"—Colors deep lavender to nearly red. Favorites for pot plants and winter flowering. Sale, 4 packets 50c.

Primula Malacoides, Fringed Deep lavender color with fringed edges. Sale, 4 packets 50c.

Salpiglossis—No annual equals the Salpiglossis for grace and beauty. Flowers are shaped like the petunia and are borne on slender stems about 3 feet high. Many beautiful colors. May be sown out of doors in the spring. Sale, 4 packets 50c.

Statice Sinuata (Sea Lavender)—Deep blue. A perennial growing about 20 inches high and flowering continually. Cut flowers last for years. Sale, 4 packets 50c; ½ lb., Sale, 50c; 1 lb., Sale, \$1.00.

Statice Sinuata (Sea Lavender)—Mixed hybrids. In colors of white, yellow, lavender, pink and lilac. Sale, 4 packets 50c; ½ lb., Sale, 50c; 1 lb., Sale, \$1.00.

Sweet William—A beautiful, sweet scented, old fashioned perennial. Pink, red, salmon, scarlet and rose. Sale, 4 packets 50c; 1 lb., Sale, \$12.00.

Tritoma ("Red Hot Pokers")—Flowers yellow, coral, orange and scarlet. Large flowers on 4 to 6 foot spikes. A very satisfactory perennial which is very easily raised from seed. Sale, 4 packets 50c; 1 oz., Sale, \$1.00.

Zinnias, Dahlia Flowered—Very large flowering. Colors of orange, golden yellow, white, salmon, pink, crimson, scarlet and purple. Sale, 4 packets 50c; 1 oz., Sale, \$1.75.

VEGETABLE SEEDS

Cabbage, "Diener's"—Head cabbage of fine flavor. Sale, 4 packets 25c.

Cucumber, "Sensation"—May be forced under glass or grown out of doors. Sale, 4 packets 25c; formerly 25c per packet.

Muskmelon or Cantaloupe—Of fine uniform shape, slightly oval. Flesh thick, light green with golden yellow rim. Very sweet. Sale, 4 packets 25c.

Pepper, Diener's Special—Fruit 5 to 6 inches long and 3 inches in diameter. Bright red when ripe, green when young. Flesh thick. Sweet flavor. Sale, 4 packets 25c.

Pepper, Large Bell or Bull Nose—Selected strain. Deep green when young and bright red color when ripe. Thick flesh and sweet flavor. Very fine. Sale, 4 packets 25c.

TOMATOES—25c PER PACKET; SALE, 3 FOR 25c.

Pepper-Tomato—Cross between a bell pepper and a tomato. Good for slicing. Sale, 4 packets 25c.

"Cherry"—Small fruit about the size of a cherry, forms in clusters. Sale, 4 packets 25c.

"Early Abundance"—Of exceptionally fine market quality. Fruit weighs about 4 ounces. Sale, 4 packets for 25c; per lb., Sale, \$3.00; formerly \$8.00.

"Grape"—Bears small fruit in clusters resembling a bunch of grapes. Useful in the manufacture of fruit candy and sweet preserves. Sale, 4 for 25c.

"Prune"—A small tomato the size and shape of a prune. For the manufacture of fruit candy. Sale, 4 packets 25c; per lb., \$2.50.

"Yellow"—Fruit is chrome yellow. Delicious. Sale, 4 packets 25c.

CALIFORNIA'S BEST CANNING TOMATO

"Diener"—Very large solid fruit, averaging one pound each. Used by large canning companies. Sale, 4 packets 25c; per lb., Sale, \$7.00; formerly \$15.00.

Nothing Withheld in These Price Slashings!

All Seed Orders are Sent Prepaid

Seeds will be selected as ordered with greatest care. No adjustments. No returns. No C. O. D.'s

RICHARD DIENER CO., Inc., KENTFIELD, CALIFORNIA

Total.....

[illegible]

